

Building from Scrap: Lessons Learned from Early Retirement/Recycling Pilot

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Appliance Partner Meeting October 5, 2004
www.FYPower.org



Presentation Overview

- Flex Your Power
- 2004 Appliance Marketing and Outreach
- Early Retirement: How to Approach the California Population
- Work in Progress: Our Experience Building an An All-Appliance Recycling Program
- Marketing and Partnership Ideas



Flex Your Power Overview

- Mission: Save energy and grow the marketplace
- Long Term Goal: 20% increase in energy efficiency by 2020
- Tactics: marketing outreach partnerships, leveraging
- Flex Your Power “call to action”; high brand recognition
- Raise awareness, lock-in energy efficiency to “keep the lights on”



Flex Your Power Campaign

- Save money, energy and the environment “together”
- Consumers buy some efficient products, but unaware of range of possible purchases
- The most effective advertising entertained, then featured energy efficiency
- Consumers want to be reminded how behavior can extend (“It’s a Way of Life”)
- Strong response to energy efficiency when both saving money *and* the environment



Appliances: Commercial

QuickTime™ and a
YUV420 codec decompressor
are needed to see this picture.



Appliances: Counter Card



Early Retirement: Untapped Energy Efficiency Gains

- Reduce grey market
- Reduce dumping
- Shorten product life cycle of less efficient models
- New opportunity to grow market
- Connects energy efficient purchases to the environment through recycling

California Recycles - Easy “In” to Early Retirement

- Population that is strong in favor of recycling;
“good thing” that helps environment
- Main motivators:
 - (1) Social responsibility
 - (2) Money
- Main Obstacles:
 - (1) Convenience
 - (2) Confusion
 - (3) Ignorant about programs

California Rebated Appliance Recycling

- Only refrigerators, freezers
- Bound by Total Resource Cost (TRC)
- Establishing year of appliance
- “Working condition” of appliance
- Lag time between pick-up/drop off
- Utility-territory specific

Key Factor: Retail Partner

- 34% of refrigerators and freezers replaced are nonworking or require costly repairs
- 97% of retailers remove old appliances when delivering new
- 54% of participants in NYSERDA's Keep Cool program learned of the opportunity from retailers

Pilot Partner

- Variety of utility areas, store sizes, volume
- Coordinate with existing retailer delivery/haul-away program
- In-store POP, outdoor signage; willingness to increase visibility and be a messenger
- Clear understanding of city/property management stands on signage, containers
- Informed and enthusiastic staff
- Identified staff leads to inventory, secure haul-aways



Processing Partner

- Certified destruction
- Tracking
- Specialty containers - permanent signage
- Flexible, regular pick/up and exchange
- All appliances
- Due diligence



Marketing Appliance Recycling: Close the Loop

- Point-of-Purchase
- Outdoor signage
- Identify key traffic flows in stores, on highways for maximum exposure
- Support existing utility incentives
- Leave-behind materials w/delivery

“Leave Behind”

Lighting

Lighting uses about 28% of the energy in your home. You can save energy and money:

- **Turn off unneeded lights.** Avoid lighting an empty room and take advantage of natural light whenever possible.
 - **Switch to CFLs for frequently used lights.** ENERGY STAR qualified compact fluorescent light bulbs (CFLs):
 - Last up to 10 times longer than standard incandescent bulbs – about 4 to 5 years!
 - Use 75% less energy and provide as much light.
 - Save you \$3.5 a year in energy costs if you replace 4 incandescent bulbs with CFLs.
 - Are available in various wattages and shapes – to fit almost any lamp.
- If all Californians changed the lighting in one room to ENERGY STAR CFLs, together we'd save enough energy to light 4 million homes and reduce greenhouse gas emissions by 122 billion pounds.
- **Install motion sensors** for lights you forget to turn off – like the garage or backyard. They provide added security, too.

Home Appliances

Refrigerators, dishwashers and clothes washers use about 35% of the energy in your home. You can save energy and money:

- **Unplug unnecessary appliances.** Turn off computers, stereos and other equipment when not in use.
- **Use large appliances before noon or after 7 p.m.** Running your dishwasher, clothes washer and dryer in the morning or evening (“off-peak”) helps reduce the strain on peak energy supplies and transmission.
- **Replace an old appliance.** If your refrigerator is 10 years old (or more), replace it with a new ENERGY STAR model which uses 50% less energy. ENERGY STAR clothes washers use 40% less water and 50% less energy than older models, and can save you up to \$100 a year in water and energy bills. Rebates may be available: visit www.Energy.gov or call your local electric and water utilities.
- **Unplug, retire and recycle old spare refrigerators** – don't give them to your family or friends! That old refrigerator could be costing \$115 a year to operate. You may be eligible for a cash reward if you “recycle” your old refrigerator through programs that dispose of the hazardous materials responsibly.

Heating & Cooling

Cooling and heating use 13% of the energy in your home. You can save energy and money:

- **Close drapes or shades** on hot days to keep rooms cool.
- **Use fans so the rooms feel cooler.** At night, open your windows to get natural ventilation. A wholehouse fan can make the rooms seem cooler and flush the hot air out at night.
- **Set your thermostat to 78° to 80°F on hot days** — when you're home. For every degree above 72°F in your setting, you'll save 1% to 3% in cooling costs. Turning your air conditioner off or warmer while you're away from home or asleep can save a lot of energy. For added convenience and reliable savings, install a programmable thermostat (away from hot or cool spots) and save up to \$115 a year.
- **Tighten up your home.** Weatherstripping, sealing and caulking around windows and leaky doors reduces your cooling and heating costs.
- **Change the air filters** in your home's cooling and heating system monthly.
- **Consider upgrading** your central or room air conditioner to a new ENERGY STAR model if you need air conditioning. You can save \$20 to \$65 a year on energy costs, and rebates may be available.

When California peak energy demand is high — typically on hot summer days — everyone needs to pitch in and Flex Your Power NOW!

- Turn off unneeded lights, computers and appliances.
- Set thermostat to 78°F or higher when you're home and 85°F or off when you're away.
- Use major appliances and equipment after 7 p.m. (off-peak).



Container Signage



**Goodbye old appliance.
Hello savings.**

| | |
|--------------------------------|---------------|
| Old appliances | \$1,500/yr |
| New ENERGY STAR® appliances | \$1,100/yr |
| Savings on utility bill | \$ 400 |

  

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Channel Card



Appliances with a Conscience

- ◆ Retire Your Costly, Inefficient Appliance
- ◆ Replace with ENERGY STAR® Qualified Appliance
- ◆ Recycle Your Old Energy Hog For Free

And save over \$400* per year on your energy bills!

Flex your POWER

* Savings estimates based on average energy use at \$.14 per kWh; actual savings will vary.
Flex Your Power is funded by California ratepayers under the auspices of the California Public Utilities Commission.



Recycling Card

Your Ticket to Savings!

Save energy, money and the environment!

Turn this card over for information on how buying ENERGY STAR qualified appliances from Lowe's can support:

- 86% Reduction in air pollution
- 76% Reduction in water pollution
- 74% Savings in energy
- 40% Reduction in water use



Annual steel recycling saves enough energy to power 18 million households for a year!

With the purchase of Lowe's delivery for your new appliance, we will remove your old energy hog for free. Your old appliance will be safely and properly recycled.

And Lowe's encourages you to make your next appliance an ENERGY STAR so that you're not only saving money and energy, but saving the environment, too.



Plans for 2005

- Additional permanent signage
- Target likely replacements through partnerships with manufacturers
- Cooperative marketing and outreach with all partners